

SCOPE OF SERVICES
THE UPTOWN PARTNERSHIP, INC.
(FY 2002 - One-Year Implementation Plan)

INTRODUCTION

The Uptown Strategic Mobility Plan Phase II was completed and approved by the City Council on November 22, 1999. In the FY 2001 contract period, the Uptown Partnership, Inc. commissioned the initiation of Phase III of the Mobility Plan, which is an implementation work program. The Mobility Plan Phase III will provide an outline of projects, timing, and responsibilities for recommendations from the Phase II report. The Partnership, with public and City input, will assume responsibilities for the various tasks. To date, we have begun, and in some cases accomplished, portions of our implementation strategy.

Additionally, the Partnership will begin to identify and seek other sources of funding to leverage the parking meter revenues. The Partnership has included the following items to be part of the scope of work for the FY 2002 Implementation Plan.

STRATEGIC PLANNING – Parking, Traffic Circulation, Pedestrian Mobility, Public Transit, Land Use and Policy

- A. **Develop a cost-effective parking meter card-loading device.** The Partnership is currently working with the City's Parking Management Division to test a parking meter debit card reloading terminal that adds additional time to existing parking meter debit cards. This project will enhance the City's parking meter program. The Partnership is testing a prototype terminal at their office and has ordered 15 of these terminals to be supplied to Uptown merchants.

Such a system will allow the existing parking meter cards to continue to be reloaded for over 100 times before replacement of the card is required. This will be more convenient for the user while reducing the cost of running the system.

- B. **Develop a comprehensive wayfinding signage system.** The Partnership has retained a consultant to begin work on the first phase of a comprehensive signage program. The consultant will design the signage and oversee the installation and fabrication of approximately 16 signs. This first phase project is scheduled for completion by early 2002.
- C. **Explore opportunities for parking facilities in the Uptown area.** The Partnership will continue to explore opportunities to acquire, operate and construct parking facilities in the Uptown Parking District.

- D. **Work with the San Diego Metropolitan Transit Development Board.** This cooperative working relationship is intended to encourage development of new and innovative public transit services and improvements to existing transit use. The Partnership has sent a letter to MTDB indicating our interest in participating in a demonstration project of their Transit-Works Project.
- E. **Proceed with development of a Parking Management Plan which would analyze the financial impacts of parking in the Uptown area.** The Plan would study three elements: shared parking in existing facilities; potential new parking facilities; and street parking improvements.
- F. **Analyze specific on-street areas both in the business and residential areas to maximize parking opportunities.** Additional parking may be generated, for example, by installation of additional meters to encourage parking turnover, installation of diagonal parking and reconfiguration of curb color zones. To date, the Partnership has completed a survey of the on-street parking in the Hillcrest core area and is working with Traffic Engineering to identify opportunities for more parking.

PUBLIC INFORMATION

- A. **Locate sites for sale of parking meter cards.** This is an ongoing task intended to increase the availability of parking meter cards throughout the Uptown area. To date, there are six locations offering parking meter cards, thus significantly increasing revenues to the City's General Fund.
- B. **Continue publication of newsletter.** The Uptown Partnership Newsletter was launched in January 2000. This is a bi-monthly publication with an estimated circulation of 2,500, direct-mailed to all Uptown area businesses with additional copies available to the public.
- C. **Develop a public information website.** The Partnership's website **www.uptownpartnershipinc.org** was launched in early 2001, and provides information regarding the Uptown Partnership and the Uptown community. The Partnership also places the most recent newsletter online.
- D. **Distribute and track effectiveness of Uptown Parking Map.** In November 2000, the Partnership unveiled a four-color off-street parking map for the Uptown Partnership, Inc. area. The map was designed to show off-street parking spaces and proximity to local small businesses. This map was produced in mass quantity, and direct-mailed to all Uptown area businesses with additional copies available to the general public. The Partnership has a comprehensive distribution strategy that includes outreach to businesses, hotels and tourists. The Partnership will monitor distribution and effectiveness of the publication.

- E. **Continue operation of an Information Kiosk at 5th and University Avenue.** The Partnership currently operates an Information Kiosk at the northwest corner of Fifth and University Avenue, in front of Union Bank. Kiosk personnel sell parking meter cards, bus and trolley passes. Public transit schedules and local community maps are also available. Last year the Partnership's Kiosk Ambassadors sold over 6,000 bus passes, 3,000 prepaid parking meter cards and answered questions regarding parking and transit needs. The Partnership will continue to provide helpful information, parking cards and transit passes at this very busy intersection in the core Hillcrest business area.
- F. **Foster ongoing public, media and government relations.** As part of our outreach program, the Partnership will continue to provide information and public notices about the Partnership's activities on an ongoing basis, and to solicit public input in the development of all plans.

COMMITTED PROJECTS

- A. **Work with the City of San Diego to research and design a pedestrian scramble demonstration in the Uptown area.** The pedestrian scramble will help to eliminate pedestrian/vehicular conflicts which occur during right and left-hand turns. It will also enhance the pedestrian character of the Uptown area and provide better linkages between parking and destination points throughout the community. The Partnership plans to have the pedestrian scramble in place by early 2002.
- B. **Develop a multibay parking meter demonstration project.** The Uptown Partnership, working with the City's Parking Management Division, has developed a multi-space parking meter, and plans to install two new machines in the Mission Hills/Goldfinch Street area as part of a demonstration project. One terminal would accommodate up to eight spaces and eliminate the need for individual meters. The Partnership plans to have a demonstration project in place by late-2001.

PROPOSED PROJECTS

- A. **Continue to implement phases of the Uptown Utility Art Box Project.** The Partnership, in collaboration with local artists has completed two phases. The painted utility, transformer and signal boxes help to deter graffiti and add visual value to the pedestrian walking experience in core Hillcrest. Subsequent phases will link our project to Centre City's Urban Art Trail and North Park's Art Project.

- B. **Begin work on the Mission Hills Beautification Project – Phase II** The Partnership will partner with the City and Mission Hills Association to implement the second phase of community improvement plans. Ideas under consideration include the pedestrian improvements along Goldfinch Street and in the intersection of Goldfinch and Washington Street, additional parking and streetscape improvements.
- C. **Begin work on Phase II of the University Avenue Beautification Project.** The Partnership will partner with the City and Hillcrest Association on Phase II of this project. The intersection of University Avenue and Normal Street will be reviewed to improve safety and pedestrian mobility along with a review of the 3900 block of Normal Street for additional parking.

The Partnership will participate and contribute resources to both the Mission Hills and Hillcrest projects to increase and enhance parking and the pedestrian experience. All of the proposed improvements also promote revitalization of infrastructure in the older urban areas of Uptown. These projects are based on the adopted Community Plan and other policies that have been adopted by the City and the various community organizations.

ADMINISTRATION

- A. **Continue to operate and maintain a professional office.** A small full-time staff provides ongoing support to the Board of Directors, volunteers, and the local area residents and businesses. The Partnership will develop policies and procedures, maintain accurate accounting and bookkeeping records, produce annual budgets, hire and train staff, provide project oversight and oversee the day-to-day operation of the corporation to ensure the highest possible level of public service.

**UPTOWN PARTNERSHIP PROJECT MANAGEMENT – BUDGET
OCTOBER 2001 TO SEPTEMBER 2002**

<u>BUDGET CATEGORY</u>	<u>AMOUNT</u>
STRATEGIC PLANNING = PARKING, TRAFFIC CIRCULATION, PEDESTRIAN MOBILITY, PUBLIC TRANSIT, LAND USE AND POLICY <i>Team –Planning Committee, Jeffery Tom, George Franck</i>	\$ 73,900
· On-Street Parking Study = Analyze Diagonal Parking Expand Area of Inventory	\$ 8,000
· Off-Street Parking Study = Develop Comprehensive Management Plan Evaluate NP-1 Zone, Remote Parking (PDO Update)	\$ 7,900
· Pedestrian Mobility Study = Identify Sidewalk Pop-Out Projects Improve Connection from Hillcrest and the Medical Center	\$ 8,000
· 5 th & 6 th Ave. Traffic Study (Hillcrest Core) =	\$ 7,000
· Shuttle, Trolley, Bus Linkage Study =	\$ 6,000
· Strategic Policy Development = Extend Meter operation/enforcement period	\$11,000
· Community “Parking Summit” – Consensus and Coalition Building =	\$ 6,000
· Consultant Assistance; Engineers, Planners; (maximum) =	\$ 20,000
PUBLIC INFORMATION <i>Team – Marketing Committee, Kelly Price Abernethy</i>	\$ 78,800
· Newsletter =	\$ 18,000
· New Media Campaign =	\$ 7,800

ATTACHMENT 1

Walk Uptown!	
Postcard Campaign	
· Website (maintenance) =	\$ 600
· Uptown Information Kiosk =	\$ 52,400

ADMINISTRATION = \$ 45,600
Team – Operations Committee, Jeffery Tom

· Salaries =	\$ 17,700
· Office Rental =	\$ 18,000
· Insurance =	\$ 3,000
· Supplies =	\$ 2,400
· Copy Machine =	\$ 2,400
· Telephone/Internet =	\$ 2,100

COMMITTED PROJECTS \$ 64,700
Team – Planning Committee, Jeffery Tom, George Franck

· Multi-Bay Parking Meter Project =	\$ 19,700
· Wayfinding Signage Project, Phase I =	\$ 17,000
· Pedestrian Scramble Project, Phase I =	\$ 28,000

PROPOSED PROJECTS \$ 122,000
*Team – Full Board of Directors, Facilities Committee,
 Planning Committee, Jeffery Tom, George Franck*

· Mission Hills/Goldfinch Parking Project; (maximum, multi-year) =	\$ 91,700
· University Avenue Beautification Project; (maximum, multi-year) =	\$ 73,000
· Utility Art Box Project, Phase II; (maximum) =	\$ 3,000

SUBTOTAL (Operational Budget) \$ 385,000

Reserve =	<u>\$ 570,365</u>
Total Amount of Contract =	\$ 955,365

Projected Rollover Amount =	\$ 408,088
Fiscal 2001 District 2 PMD Allocation =	<u>\$ 547,277</u>
Total PMD District 2 =	\$ 955,365